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QUESTION 1

An Adaptive Model instance is created when you _____.

A. restart the Adaptive Decision Manager service

B. execute a strategy containing the Adaptive Model component

C. save the Adaptive Model rule

D. open the Adaptive Model Management landing page

Correct Answer: B

QUESTION 2

In Pega Customer Decision HubTM, the characteristics of a proposition are defined using _____.

A. Database columns

B. Properties

C. Logos

D. Banners

Correct Answer: B

QUESTION 3

Which category contains the Set Property component?

A. Data Import category

B. Arbitration category

C. Enrichment category

D. Business Rules category

Correct Answer: C

Reference: https://community.pega.com/sites/default/files/help_v719/rule-/rule-decision-/rule-decisionstrategy/components/enrichment.htm

QUESTION 4

There are two segments: Segment A and Segment B.

Which configuration is needed to make sure that Segment B is automatically refreshed when Segment A is refreshed?

A.

	Refreshable	Refresh Child Segments
Segment A	Enabled	
Segment B	Enabled	Enabled

B.

	Refreshable	Refresh Child Segments
Segment A	Enabled	
Segment B		Enabled

C.

	Refreshable	Refresh Child Segments
Segment A	Enabled	Enabled
Segment B		Enabled

D.

	Refreshable	Refresh Child Segments
Segment A		Enabled
Segment B	Enabled	

A. B. C. D.

Correct Answer: A

Reference: https://community.pega.com/system/files/pdfs/PegaMarketing_UserGuide_v7.21.pdf (154)

QUESTION 5

How do we refer to a segment that is used to test the impact of a specific offer?

A. Target Segment

B. Control Group

C. Test Group

D. Validation Set

Correct Answer: B